

Wisconsin Department of Transportation
Determination of Eligibility Form for Historic Districts

(March 2011)

WisDOT Project ID #: 1060-27-01

WHS #: _____

District Name: Story Hill Residential Historic District

Location: Bounded by W. Wisconsin Avenue to the north, W. Blue Mound Road to the south, N. Story Parkway to the east, and N. 51st Street to the west

City & County: City of Milwaukee, Milwaukee County **Zip Code:** 53208

Town: _____ **Range:** _____ **Section:** _____

Dates of Construction: 1909-1936

Certification:

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this request for Determination of Eligibility X meets _____ does not meet the National Register of Historic Places criteria.

Rebecca Burkel, WisDOT Historic Preservation Officer

Date

State Historic Preservation Office

In my opinion, the property _____ meets _____ does not meet the National Register criteria.

Michael E. Stevens, State Historic Preservation Officer

Date

Comments (FOR AGENCY USE ONLY:

Division of Historic Preservation/Public History
Wisconsin Historical Society
816 State Street
Madison, WI 53706

Classification:

Ownership	Type of Property:		# of Contributing	# of Non-Contributing
<input checked="" type="checkbox"/> private	building(s)	-->	90	12
<input type="checkbox"/> public	site	-->		
If public, specify:	structure	-->		
	object	-->		
	<input checked="" type="checkbox"/> district	Total:	90	12

Function/Use:

Historic Function(s): DOMESTIC: single dwelling; DOMESTIC: multiple dwelling
Current Function(s): DOMESTIC: single dwelling; DOMESTIC: multiple dwelling

Architectural Style(s): LATE 19TH & 20TH CENTURY REVIVALS: Colonial Revival
LATE 19TH & EARLY 20TH CENTURY AMERICAN MOVEMENTS:
Bungalow/Craftsman and Prairie School

Criteria:

<input type="checkbox"/> A (history)	Areas of Significance:	<u>Architecture</u>
<input type="checkbox"/> B (important persons)	Period of Significance:	<u>1909-1936</u>
<input checked="" type="checkbox"/> C (architecture/eng.)	Significant Dates:	<u>1909-1936 (multiple years within this range)</u>
<input type="checkbox"/> D (archaeology)	Significant Person(s):	<u></u>
	Cultural Affiliation:	<u></u>
	Architect/Builder(s):	<u>George Schley & Sons; Charles W. Valentine; Frank W. Andree</u>

Criteria Considerations:

<input type="checkbox"/> A (owned by religious institution)	<input type="checkbox"/> E (reconstruction)
<input type="checkbox"/> B (moved)	<input type="checkbox"/> F (commemorative)
<input type="checkbox"/> C (birthplace/grave)	<input type="checkbox"/> G (<50 years old)
<input type="checkbox"/> D (cemetery)	

ATTACHMENT CHECKLIST

- ☒ Historic boundary map
- ☒ Labeled, professionally printed color photographs
- ☒ USGS map with UTM coordinates

Property Info:

Acreage of Property:		18.02 acres	
UTM Reference:(A)	16	420376	4765157
(B)	16	420750	4765183
(C)	16	420861	4765300
(D)	16	420832	4765347
(E)	16	420378	4765348
	Zone	Easting	Northing

Verbal Boundary Description:

The general area of the historic boundary is an irregular polygon. Beginning at the northeastern corner of N. 51st Street & W. Blue Mound Road (Point A) proceed east along the north curbline of W. Blue Mound Road to the intersecting point with the line extending from the north curbline of N. Story Parkway (Point B); then proceed northeasterly along this line and the north curbline of N. Story Parkway to the sidewalk (Point C) found adjacent to the eastern property boundaries of 607 N. Story Parkway & 4581 W. Wisconsin Avenue; then follow the back-of-sidewalk (i.e. west edge of sidewalk) northwesterly to the intersection with W. Wisconsin Avenue (Point D); then proceed west along the south curbline of W. Wisconsin Avenue to the east curbline of N. 51st Street (Point E); then proceed south along the east curbline of N. 51st Street to the point of origin.

Boundary Justification:

The boundary coincides with the original Story Hill Subdivision development and is based on discussions with City of Milwaukee Historic Preservation Office staff, as well as WisDOT ESS staff. It includes all the architecturally significant properties within the subdivision, the plat of which was registered 9 May 1911.

Methodology:

The residence at 607 N. Story Parkway (located immediately adjacent to the eastern district boundary) was established to be in the Area of Potential Effects (APE) for the I-94 East/West & Stadium Interchange project. The Story Hill Residential Historic District was originally identified in 1979 as a “proposed historic district” within the Wisconsin Historic Preservation Database (WHPD) (note, at that time, the district was identified as the Wisconsin Woodlawn Historic District; Wisconsin Avenue and Woodlawn Court being two streets within the district). Proposed boundaries were not included in the WHPD records associated with this district; however, City of Milwaukee Historic Preservation Office staff were consulted in July 2012 and they identified the historic district boundary to coincide with the original Story Hill Subdivision boundary. This district and its boundary were reviewed and confirmed by WisDOT ESS in October 2012. Considering that only one property within the district is located within the APE, permit research was limited to that residence; however, resources including the Historic Milwaukee, Inc. *Spaces & Traces* tour guide for the neighborhood and Story Hill research materials held by Carlen Hatala (City of Milwaukee Historic Preservation staff member and resident of the district) were reviewed. Research revealed that many of the homes within the district were designed and built by realtor and builder George Schley and his sons. Most are in the Craftsman or Colonial Revival styles and are distinguished by their stucco cladding. Given this information and the high degree of integrity of its homes, the Story Hill Residential Historic District is considered to be eligible for the National Register under Criterion C: Architecture.

Narrative Description:

The Story Hill Residential Historic District is a neighborhood that consists of 102 properties with construction dates from 1909 to 1936, although the vast majority of the homes were constructed during the 1910s and 1920s. The district is located west of Milwaukee's immediate downtown area. The subdivision is framed to the north and south by two busy thoroughfares: Wisconsin Avenue and Blue Mound Road, respectively. N. 51st Street borders the district on the west, while the Stadium Freeway (USH 41) is found to the east. N. 50th Street and the curvilinear Woodlawn Court are located within the district boundaries. All streets within the neighborhood are tree-lined, and sidewalks and grassy terraces are ubiquitous. Most of the residences within the Story Hill Residential Historic District are single-family homes, although a handful of two-family houses are also evident and concentrated along N. 50th and N. 51st streets. Of the 102 properties within the district, twelve are considered to be non-contributing.

A significant number of the residences within the district were designed and built by the George Schley & Sons firm in the Craftsman, Arts and Crafts, and Colonial Revival architectural styles, although examples of other noted Milwaukee architects – including Charles Valentine and Frank Andree – are also evident. The homes are generally one-and-one-half to two stories in height and many are stucco-clad. In part due to the curvilinear Woodlawn Court, lot sizes vary in dimension and square feet ranging from .11 to .31 acres. Despite lot size differences, setbacks are generally consistent. Two latter developed subdivisions found directly south of the subject district – Story Hill No. 2 and Story Hill No. 3 platted in 1923 and 1927, respectively – are distinct from the Story Hill Residential Historic District. Their final development was delayed by the Great Depression and World War II and they feature a greater number of brick-veneered houses, many of which utilized period revival styles in their architectural composition.

DESCRIPTION OF THE ONE RESIDENCE LOCATED IMMEDIATELY ADJACENT TO THE PROPOSED ROADWORK ALONG THE STADIUM FREEWAY (USH 41):

607 N. Story Parkway

Charles & Margaret Harris House

1926

This one-and-one-half-story, brick, Tudor Revival-style residence is composed of a diminutive round entrance tower located at the intersection of cross-gabled blocks (Photo #11 of 16). Topped with a conical roof, the tower features a round-arched entrance with a rough-cut, limestone surround. Two, original, lantern-like light fixtures are found on either side of the arch. To the left of the entrance is a large window opening containing four, leaded-glass, casement windows resting on a continuous brick sill. This fenestration pattern – leaded-glass windows resting on brick sills – is repeated throughout the residence. A round-arched passageway opening on the side (east) elevation features rough-cut limestone above the spring line of the arch and leads to the rear portion of the property. A garage wing projects from the rear elevation.

Built in 1926 at an approximate cost of \$9000 by contractor James N. Hausmann, this residence was originally owned by Charles A. Harris and his wife Margaret. Hausmann was principal in the building/contracting firm J. N. Hausmann, Inc. located on Wisconsin Avenue. The Wisconsin Historic Preservation Database (WHPD) includes only one other property associated with Hausmann: a bungalow residence built in 1926 located at 3346-48 N. Humboldt Avenue, Milwaukee (AHI #117635). Charles

Harris worked as a general superintendent with J. N. Hausmann, Inc. and, by 1929, was secretary-treasurer of the firm. In 1932, he was employed as a salesman with the Real Estate Service Company and, later that decade, served as its executive vice-president. The Real Estate Service Company was involved in property renting, managing, building, and sales. The Harris family remained in the subject residence until at least 1939. In 1942, the property was owned by salesman Albert Erdmann and his wife, Bernice. Subsequent owners include John D. Griffiths, Jr. and his wife Lorraine in 1952; John had ownership in The Patch & Griffiths Company, a real estate and insurance firm. By 1963, Mrs. Sally Smalley occupied the residence.¹

¹ Original building permit, 607 N. Story Parkway, 14 May 1926, On file at the Department of City Development, City of Milwaukee, 809 N. Broadway (First Floor), Milwaukee, WI; *Wright's City of Milwaukee Directory* (Milwaukee: Wright Directory Company, 1926, 1927, 1929, 1932, 1939, 1942, 1952, 1963).

Properties within the District:

(Please include each property within the district in the table.)

Address	Historic Name ²	Date ³	AHI #	Status (C/NC)
4702 W. Blue Mound Road	Paul Rogers House	1916	223297	C
4710 W. Blue Mound Road	Oscar Loewenbach House	1919	223298	NC
4718 W. Blue Mound Road	Dr. J. Stanley Thomas House	1919	223299	C
4724 W. Blue Mound Road	Ernest Swendson House	1918	223300	C
4732 W. Blue Mound Road	Omer Bryant House	1919	223301	C
4804 W. Blue Mound Road	George Hayden House	1917	223302	C
4810 W. Blue Mound Road	David McLain House	1917	223303	C
4816 W. Blue Mound Road	Perce Schley House	1915	223304	C
4824 W. Blue Mound Road	Dr. Lee Wandell House	1915	223305	C
4904 W. Blue Mound Road	Carl Gallauer House	1918	223306	C
4910 W. Blue Mound Road	Harrison Ludington, Jr. House	1918	113549	C
4918 W. Blue Mound Road	James Robertson House	1918	223307	NC
4926 W. Blue Mound Road	Charles Watts House	1916	223308	C
4936 W. Blue Mound Road	Edward Busse House	1926	223309	C
5008 W. Blue Mound Road	George Warren House	1921	223310	C
5022 W. Blue Mound Road	Cyril Bodenbach House	1921	223311	C
5028-30 W. Blue Mound Road	Wingert-Zimmerman House	1922	223312	NC
5036 W. Blue Mound Road	Frank Czapslewski House	1925	223313	C
512 N. 50 th Street	William Harper House	1915	223314	C
513-15 N. 50 th Street	Phillips-Forster House	1902	223315	NC
519-21 N. 50 th Street	Kramer-Noelke House	1936	223316	C
527 N. 50 th Street	Charles Bodenbach House	1921	223404	C
535-37 N. 50 th Street	Phielips-Schoechert House	1912	223405	C
603 N. 50 th Street	Andrew Rebholz House	1919	223406	C
610 N. 50 th Street	Howard Spahr House	1925	223407	NC
611 N. 50 th Street	Irving Gillette House	1909	114214	C
617 N. 50 th Street	Vern Bosworth House	1928	223408	C
618 N. 50 th Street	Wesley Lallier House	1925	223409	NC
625 N. 50 th Street	Bruno Nordberg House	1917	223410	C
631-33 N. 50 th Street	Harry Widman House	1921	223411	C
518-20 N. 51 st Street	Pinzl-Webb House	1913	223412	C
524-26 N. 51 st Street	Zemke-Swain House	1913	223413	NC

² In most cases, the historic name was taken from the 1921 *Wright's City of Milwaukee Directory*, which was the first year that allowed property occupants to be identified by looking under an address. Houses built post-1921 used a directory close to the construction date of the home.

³ Permits were not reviewed and the majority of construction dates were obtained from City of Milwaukee Assessor's records. Additional sources of the date of construction were the Historic Milwaukee, Inc. *Spaces & Traces: Story Hill Places, 14th Annual Tour* booklet and Story Hill research materials in possession of Carlen Hatala, City of Milwaukee Historic Preservation staff. [Carlen Hatala, Research Chair, *Spaces & Traces: Story Hill Places, 14th Annual Tour* (Milwaukee: Historic Milwaukee, Inc., May 1995); Carlen Hatala, City of Milwaukee Historic Preservation staff, Story Hill research materials and conversation with Michael T. McQuillen, 20 November 2012, Notes on file at Heritage Research, Ltd., Menomonee Falls, WI; Assessor's records, City of Milwaukee, website: <http://gis.milwaukee.gov/website/mm1/viewer.htm>, Accessed November 2012].

530-32 N. 51 st Street	Arthur Walter House	1913	223414	C
538 N. 51 st Street	George Follett House	1913	223415	C
600 N. 51 st Street	Fred Gruetzmacher House	1912	223416	C
606 N. 51 st Street	Louis Frank House	1912	223417	NC
614 N. 51 st Street	Fred Kleineschay House	1914	223418	C
618-20 N. 51 st Street	Minnie Schmidt House	1914	114273	C
626 N. 51 st Street	Elmer von der Heide House	1926	223419	NC
513 N. Story Parkway	Edward Glab House	1919	223420	C
521 N. Story Parkway	Arthur Winding House	1919	223421	C
527 N. Story Parkway	James Garrard House	1919	223422	C
537 N. Story Parkway	David Ulrich House	1919	223423	C
543 N. Story Parkway	Mortimer Stevens House	1918	223424	C
551 N. Story Parkway	Albert Story House	1920	223425	C
603 N. Story Parkway	Fred Conrad House	1918	223426	NC
607 N. Story Parkway	Charles & Margaret Harris House	1926	221926	C
4581 W. Wisconsin Avenue	Rudolph Fischer House	1916	223428	NC
4719 W. Wisconsin Avenue	I. Charles Champion House	1914	116396	C
4727 W. Wisconsin Avenue	William Bennett House	1916	223483	C
4733 W. Wisconsin Avenue	Dr. William Schaller House	1914	223486	C
4741 W. Wisconsin Avenue	Charles Karrow House	1916	223489	C
4803 W. Wisconsin Avenue	S. Lacy Crolus House	1917	116394	C
4813 W. Wisconsin Avenue	Sophia Sehrt House	1917	223491	C
4821 W. Wisconsin Avenue	Rene von Schleinitz House	1917	223492	C
4827 W. Wisconsin Avenue	John Schmidt House	1916	116377	C
4837 W. Wisconsin Avenue	Charles Cryderman House	1917	223493	C
4843 W. Wisconsin Avenue	Rudolph Kielsmeier House	1917	223494	C
4905 W. Wisconsin Avenue	Andrew Ziegler House	1918	223495	C
4911 W. Wisconsin Avenue	Rudolph Clauder House	1917	223496	C
4921 W. Wisconsin Avenue	Clarence Niss House	1918	223497	C
4929 W. Wisconsin Avenue	Paul Schryer House	1920	223498	C
5019 W. Wisconsin Avenue	Fred Boddenhagen House	1921	223499	NC
5027 W. Wisconsin Avenue	Charles Mathews House	1921	223500	C
4704 W. Woodlawn Court	Carl Aken House	1915	223532	C
4707 W. Woodlawn Court	Julius Kerber House	1915	223535	C
4715 W. Woodlawn Court	Ray Knowlton House	1915	223537	C
4723 W. Woodlawn Court	John Leach House	1922	223541	C
4726 W. Woodlawn Court	Dr. Louis Toussaint House	1915	116367	C
4727 W. Woodlawn Court	Frank Hubbard House	1914	116366	C
4734 W. Woodlawn Court	Daniel Harrigan House	1930	116365	C
4735 W. Woodlawn Court	Emmett Shupe House	1914	223549	C
4743 W. Woodlawn Court	Ernest & Henry Kuehnel House	1916	116364	C
4744 W. Woodlawn Court	William J. Kershaw House	1913	223553	C
4751 W. Woodlawn Court	Raymond Cannon House	1920	116363	C
4754 W. Woodlawn Court	Leonard Peters House	1914	223558	C

4759-61 W. Woodlawn Court	Carl Denker House	1913	223573	C
4802 W. Woodlawn Court	Robert Peschke House	1909	223576	C
4803 W. Woodlawn Court	Schmitt & Rohn House	1913	223578	C
4807 W. Woodlawn Court	Fred Hanson House	1914	116362	C
4808 W. Woodlawn Court	Hugo Biersach House	1917	116361	C
4813 W. Woodlawn Court	Irving Smith House	1915	223584	C
4816 W. Woodlawn Court	Lamar Peregoy House	1913	116360	C
4821 W. Woodlawn Court	Joseph Carney House	1914	223588	C
4822 W. Woodlawn Court	James Porter House	1913	223591	C
4827 W. Woodlawn Court	Henderson & Moore House	1915	223594	C
4828 W. Woodlawn Court	Frederick Streckewald House	1913	116359	C
4835 W. Woodlawn Court	John Wiener House	1914	116358	C
4836 W. Woodlawn Court	Gustav Steinfeldt House	1919	223595	C
4841 W. Woodlawn Court	Herbert Ziegler House	1919	223596	C
4842 W. Woodlawn Court	Frank Olson House	1914	223597	C
4903 W. Woodlawn Court	Arthur Fritsch House	1919	223598	C
4904 W. Woodlawn Court	George & Herbert Schley House	1919	223599	C
4907 W. Woodlawn Court	John Gourley House	1919	223600	C
4908 W. Woodlawn Court	William Hottensen House	1914	223601	C
4915 W. Woodlawn Court	Devine/Verden House	1914	116357	C
4918 W. Woodlawn Court	Ruemelin & Spranger House	1913	223663	C
4923 W. Woodlawn Court	John Hughes House	1935	223664	C
4924 W. Woodlawn Court	Adolph Siegl House	1917	116356	C
4927 W. Woodlawn Court	Coakley/Johnson House	1914	223665	C
4933 W. Woodlawn Court	Sylvester & Elizabeth Hunt House	1914	116355	C
4934 W. Woodlawn Court	John Groenert House	1925	223666	C

Narrative Statement of Significance:

CRM Context Chapters: Architecture

STATEMENT OF SIGNIFICANCE:

The Story Hill Residential Historic District was evaluated for the National Register of Historic Places under Criterion A, B and C. No evidence was found to suggest eligibility under either Criterion A or B. Regarding Criterion C, however, the Story Hill Subdivision includes a significant concentration of Craftsman-, Arts and Crafts-, and Colonial Revival-style homes built between 1909 and 1936 with the vast majority constructed during the 1910s and 1920s. A significant number of the residences within the district were designed and built by the George Schley & Sons firm, although examples of other noted Milwaukee architects – including Charles Valentine and Frank Andree – are also evident. Predominantly composed of single-family, one-and-one-half- to two-story homes (many of which are stucco-clad) built in the early twentieth century, the Story Hill Residential Historic District evokes a unique sense of time and place. Indeed, the Story family subsequently platted two additional subdivisions – Story Hill No. 2 and Story Hill No. 3, platted in 1923 and 1927, respectively – directly to the south; however, with development interruptions caused by the Great Depression and World War II, they are distinct from the subject subdivision. The Story Hill Residential Historic District was initially identified as a potential historic district in 1979 within the Wisconsin Historic Preservation Database and this assessment and the district's continued eligibility was recently reconfirmed with City of Milwaukee Historic Preservation staff. Based on the stylistic features and integrity of its homes, the Story Hill Residential Historic District is considered to be eligible for the National Register under Criterion C: Architecture.

GENERAL HISTORY:

The City of Milwaukee was established in 1846 with the incorporation of three independent communities, namely, Kilbourn town, Juneau town and Walker's Point. Located at the convergence of the Menomonee, Milwaukee and Kinnickinnic rivers, this former trading post became the largest city and commercial capital in Wisconsin. As a port and railroad hub, Milwaukee was the world's leading shipper of wheat by the early 1860s with a population that increased from 16,521 in 1848 to 45,246 by 1860. The ethnically diverse population increased more than four-fold by 1890 and, by 1910, the city contained approximately 373,857 residents. A year after this later date, in 1911, the Wisconsin (then Grand) Avenue viaduct was opened. Along with the increasing ownership of automobiles by business and professional people, this viaduct served as a catalyst for the development of the Story Hill area (prior residential growth in the area had been served by the Wells-Farwell streetcar line). Originally part of the Town of Wauwatosa, the Story Hill neighborhood and surrounding environs was annexed to the City of Milwaukee by referendum in 1925.⁴

⁴ Landscape Research, *Built in Milwaukee: An Architectural View of the City* (Milwaukee: City of Milwaukee, Department of City Development, 1981), 3, 7, 9; John Gurda, *The Making of Milwaukee* (Milwaukee: Milwaukee County Historical Society, 1999), 138, 181; Carlen Hatala, Research Chair, *Spaces & Traces: Story Hill Places, 14th Annual Tour* (Milwaukee: Historic Milwaukee, Inc., May 1995), 1.

PROPERTY-SPECIFIC HISTORY:

The Story Hill neighborhood originated when Albert Story and his wife Alice decided to take advantage of the new Wisconsin (then Grand) Avenue viaduct and registered their plat on 9 May 1911, just two months before the viaduct was opened to traffic. The Storys intended to create a first-class residential district in contrast to the Murray Hill Subdivision north of Wisconsin Avenue and the Oakland Heights Subdivision west of 51st Street; both of which were developed earlier. The Story Hill Subdivision extended from Wisconsin Avenue to Blue Mound Road and from Story Parkway to 51st Street. The construction of houses began almost immediately after its plat and the neighborhood was largely built up by 1920.⁵

By the time Story Hill was platted, the public had become disenchanted over the lack of controls in older neighborhoods. Without controls, many fine residential areas were blighted by the construction of factories, saloons, or commercial buildings. In order to protect property owners and their investment, developers began to incorporate restrictions in the deeds to lots within their subdivisions. In Story Hill, the Storys specified that houses along Wisconsin Avenue and Story Parkway cost a minimum of \$4,000, while those on 50th Street, Woodlawn Court, and Blue Mound Road cost \$3,000 and those on 51st cost \$2,000. The covenant also did not allow flats to be built on Wisconsin Avenue and Story Parkway. Saloons, livery stables and businesses like hotels or restaurants that would disperse alcoholic beverages were also forbidden.⁶

ARCHITECTURE:

Most of the houses within the Story Hill Residential Historic District were built in the Craftsman, Arts and Crafts or Colonial Revival styles and are distinguished by their stucco cladding.

The Arts and Crafts, and Craftsman styles are closely related and were popular during the same 1900 to 1920 time period in Wisconsin. Both styles evoke a “natural” aesthetic with simple but handsome exterior and interior details. While the Arts and Crafts style featured expansive stucco surfaces and little exterior decoration aside from multi-pane windows, the Craftsman style utilized brick, stone and wood in addition to stucco; often in combination resulting in floors clad in different materials. Craftsman-style exteriors also exhibit decorative elements such as false beams, exposed rafter tails, and eave brackets or knee braces. Excellent examples of the Craftsman style with the aforementioned exterior features include 4918 and 4924 W. Woodlawn Court (Photo #3 of 16), 4813 and 4821 W. Woodlawn Court (Photo #5 of 16) and 4915 W. Woodlawn Court (Photo #14 of 16).⁷

Popular in Wisconsin from approximately 1895 to 1920, the Colonial Revival style was reflective of the public’s interest in the American past that was fostered by the 1876 Centennial Exposition. Colonial Revival buildings utilize many of the classical details of Georgian and Federal styles and, to a lesser degree, from Dutch colonial prototypes. They rely most heavily on a classically derived entrance to

⁵ Hatala, *Spaces & Traces*, 6.

⁶ Ibid.

⁷ Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin*, 3 vols. (Madison: State Historical Society of Wisconsin, Historic Preservation Division, 1986), Vol. 2, Architecture, 2/23 & 2/24.

demonstrate their architectural heritage and typically feature symmetry of design. As well, the simplicity and regularity of the style lent itself well to standardization and was utilized by many builders in the early decades of the twentieth century. With their classically inspired entrances, 4923 W. Woodlawn Court (Photo #4 of 16) and 4727 and 4837 W. Wisconsin Avenue (Photos #7 & 8 of 16, respectively) are good examples of the style.⁸

ARCHITECTS:

Realtor and builder George Schley and his sons Herbert and Perce were instrumental in the design and construction of many of the houses within the Story Hill Residential Historic District. George Schley was born in Waukesha County on 21 March 1868, the son of Daniel and Margaret (Stahl) Schley. The family was of German descent and lived in the eastern United States for several generations before relocating to Wisconsin. In 1891, George relocated to Milwaukee initially working as bookkeeper, then general manager with the People's Building and Loan Association. In 1898, at the age of 30, Schley formed a partnership with P.H. Madler to sell real estate out of offices located at 316 W. Juneau Avenue. John Steuerwald replaced Madler as partner in 1900 and the firm moved to the Metropolitan Block at 3rd and State streets. When Steuerwald opened his own business in 1904, Schley went out on his own and continued the practice of building houses on speculation. A survey conducted of Milwaukee's West Side by the city's Historic Preservation Office staff identified 31 houses erected by Schley from about 1902 through 1911, costing from \$3,000 to \$7,500. Since Schley was not a trained designer, he obtained building plans from the stock designs provided by his contractors and from architects such as Fred Graf and Charles Keller. During this period, Schley operated the business out of his home, first at 1025 N. 25th Street and then 941 N. 25th Street.⁹

While Schley continued to build houses on speculation, he began to develop custom design work once his sons Herbert A. and Perce G. entered the firm in 1914. Herbert took care of the real estate end of the business, as well as bids and payroll, while Perce handled architectural design. The firm formally incorporated as George Schley & Sons on 10 July 1919. By the 1920s, the firm was specializing in expensive residential projects, primarily on Milwaukee's Upper East Side and in the North Shore communities.¹⁰

The Story Hill Subdivision was one of George Schley's major projects when it was largely developed between the years 1911 and 1920. The Schley firm built many of the stucco-clad houses in the subdivision, which were designed in the Craftsman, Arts and Crafts, and Colonial Revival styles. Some were custom-built for individual clients, as were the ones for sons Herbert (4904 W. Woodlawn Court, AHI #223599, Photo #12 of 16) and Perce (4816 W. Blue Mound Road, AHI #223304, Photo #13 of 16), while others were built on speculation including 5008 W. Blue Mound (AHI #223310) and 4927 W. Woodlawn (AHI #223665). Additional George Schley & Sons built homes within the subject historic district include the Coakley/Johnson House (4927 W. Woodlawn Court, AHI #223665) and the Devine/Verden House

⁸ Wyatt, ed., *Cultural Resource Management in Wisconsin*, Vol. 2, Architecture, 2/17.

⁹ Hatala, *Spaces & Traces*, 11.

¹⁰ Ibid.

(4915 W. Woodlawn Court, AHI #116357, Photo #14 of 16); this latter residence was designed by Charles Keller for the firm. Company records indicate that Schley was also designing houses for the Wellauer Subdivision located at 68th Street and Blue Mound Road at approximately the same time.¹¹

In addition to developing the initial portion of the Story Hill neighborhood, George Schley and his sons also made Story Hill their home. The association with the Story family in the development project led to the marriage between Natalie Story and Perce Schley in 1915. They lived first at 4827 W. Woodlawn (1915-1916) and then at 4816 W. Blue Mound (1918-1927). Herbert Schley married in 1918 and built the house at 4904 W. Woodlawn in 1919. George Schley, widowed in 1909, ultimately lived for a period with both of his sons.¹²

George Schley & Sons managed to survive the Great Depression, although George Schley also devoted his time to the Integrity Building and Loan Association where he served as assistant treasurer. In 1942, the firm closed its downtown offices. Following George's death in 1945, the firm reopened on Water Street that same year before moving to 1922 E. Capitol Drive in 1950. Perce Schley continued the business after Herbert's death and retired in 1973. The Wisconsin Historic Preservation Database contains 114 records that identify the Schley name as the architect/builder of the property.¹³

Additional architects who are known to have designed houses within the Story Hill Residential Historic District include Charles W. Valentine and Frank W. Andree. Born in Milwaukee on 17 November 1879, Valentine designed the stucco-clad, Craftsman-style Frederick Streckewald House (4828 W. Woodlawn Court, AHI #116359, Photo #15 of 16). After working as a clerk on E. Water Street, he entered the prestigious architectural firm of Ferry & Clas in 1897. Thereafter he was listed in city directories as either a draftsman or an architect and he remained with the firm until approximately 1909. That year, Valentine began practicing out of his home in Brewers Hill. In 1913, Valentine, along with his wife Eda and daughter Almira, moved to the North Shore suburbs. From 1914 to 1935, the family moved at least eight times within Shorewood and Whitefish Bay, while Valentine maintained an office at various locations in downtown Milwaukee. In 1936, the Valentines moved to 5537 N. Berkeley Boulevard in Whitefish Bay. This is where he would have his office from about 1940 until 1946. Valentine later came out of retirement to work on a project for Brust & Brust, the firm for which he worked until his death on 31 January 1951. Valentine designed numerous Milwaukee-area residences in various period revival styles. Although he designed houses on the West Side (including the aforementioned Streckewald House) and Layton Boulevard, most of his known projects are located on the East Side of Milwaukee, as well as in Shorewood and Whitefish Bay – several of which are on Lake Drive.¹⁴

Frank W. Andree designed the Prairie-style William J. Kershaw House (4744 W. Woodlawn Court, AHI #223553, Photo #16 of 16) within the Story Hill Residential Historic District. After working for

¹¹ Ibid., 13.

¹² Ibid.

¹³ Ibid.

¹⁴ *City of West Allis, Milwaukee County: Historical & Architectural Resources Survey*, Prepared by Traci Schnell, Heritage Research, Ltd. for the City of West Allis Historical Commission (31 August 2007), 55.

approximately seven years as a draftsman in the noted architectural office of Edward Townsend Mix & Company, Andree opened his own practice on East Wisconsin Avenue in 1888. By the following year, he formed a brief partnership with Jacob Jacobi. In 1891, Andree became a third partner with Henry Van Ryn and Charles Lesser, thus forming the firm of Van Ryn, Andree & Lesser, with offices in the Plankinton Building. Advertisements for the firm described Andree as the “design specialist.” Still apparently dissatisfied, Andree left the firm in 1893 and established an independent practice. After working out of either his house or rented office space for more than thirty-six years, Andree organized the firm of F.W. Andree & Company in 1929. The group included both architects and construction engineers and had an office located at 2659 N. 27th Street. However, just five years later, the consequences of the Great Depression led to the firm’s demise. Again practicing on his own, Andree occupied an office at 1204A W. Walnut Street until his apparent retirement in circa 1942; he passed away in the late 1940s or the early 1950s. Stylistically, Andree was most proficient in Colonial Revival and Queen Anne residential interpretations; however, his body of work includes a variety of other examples that were designed for both large-scale developers and private individuals.¹⁵

The Story Hill Residential Historic District was originally identified as a potential historic district in 1979 and this assessment was recently reconfirmed with City of Milwaukee Historic Preservation Office staff. Composed of a significant concentration of Craftsman-, Arts and Crafts-, and Colonial Revival-style homes – the majority of which were constructed during the 1910s and 1920s – the district exhibits a unique sense of time and place. With examples of the work of multiple well-regarded Milwaukee architects, most residences within the district retain a high degree of integrity. Based on this information, the Story Hill Residential Historic District is considered to be eligible for the National Register under Criterion C: Architecture.

¹⁵ “Final Historic Designation Study Report: Kilbourn State Bank Building,” Prepared by Carlen Hatala, Historic Preservation staff, Department of City Development (1999): 5.

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PHOTOGRAPHS:

STORY HILL RESIDENTIAL HISTORIC DISTRICT

521 & 527 (left to right) N. Story Parkway

City of Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

October 2012

View to west

Photo #1 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT

625 & 631-33 (left to right) N. 50th Street

City of Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

October 2012

View to west

Photo #2 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT

4904, 4908, 4918 & 4924 (right to left) W. Woodlawn Court

City of Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

October 2012

View to northeast

Photo #3 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT

4903, 4907, 4915 & 4923 (left to right) W. Woodlawn Court

City of Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

October 2012

View to southeast

Photo #4 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT

4807, 4813 & 4821 (left to right) W. Woodlawn Court

City of Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

October 2012

View to southeast

Photo #5 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT
4727, 4735 & 4743 (left to right) W. Woodlawn Court
City of Milwaukee, Milwaukee County, WI
Photo by Michael T. McQuillen
October 2012
View to east
Photo #6 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT
4727 & 4733 (left to right) W. Wisconsin Avenue
City of Milwaukee, Milwaukee County, WI
Photo by Michael T. McQuillen
October 2012
View to southwest
Photo #7 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT
4827, 4837 & 4843 (left to right) W. Wisconsin Avenue
City of Milwaukee, Milwaukee County, WI
Photo by Michael T. McQuillen
October 2012
View to southwest
Photo #8 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT
530-32, 538 & 600 (right to left) N. 51st Street
City of Milwaukee, Milwaukee County, WI
Photo by Michael T. McQuillen
October 2012
View to southeast
Photo #9 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT
5008 & 5022 (right to left) W. Blue Mound Road
City of Milwaukee, Milwaukee County, WI
Photo by Michael T. McQuillen
October 2012
View to northeast
Photo #10 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT

607 N. Story Parkway

City of Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

November 2012

View to northeast

Photo #11 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT

4904 W. Woodlawn Court

City of Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

November 2012

View to northwest

Photo #12 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT

4816 W. Blue Mound Road

City of Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

November 2012

View to northwest

Photo #13 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT

4915 W. Woodlawn Court

City of Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

November 2012

View to southeast

Photo #14 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT

4828 W. Woodlawn Court

City of Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

November 2012

View to northwest

Photo #15 of 16

STORY HILL RESIDENTIAL HISTORIC DISTRICT

4744 W. Woodlawn Court

City of Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

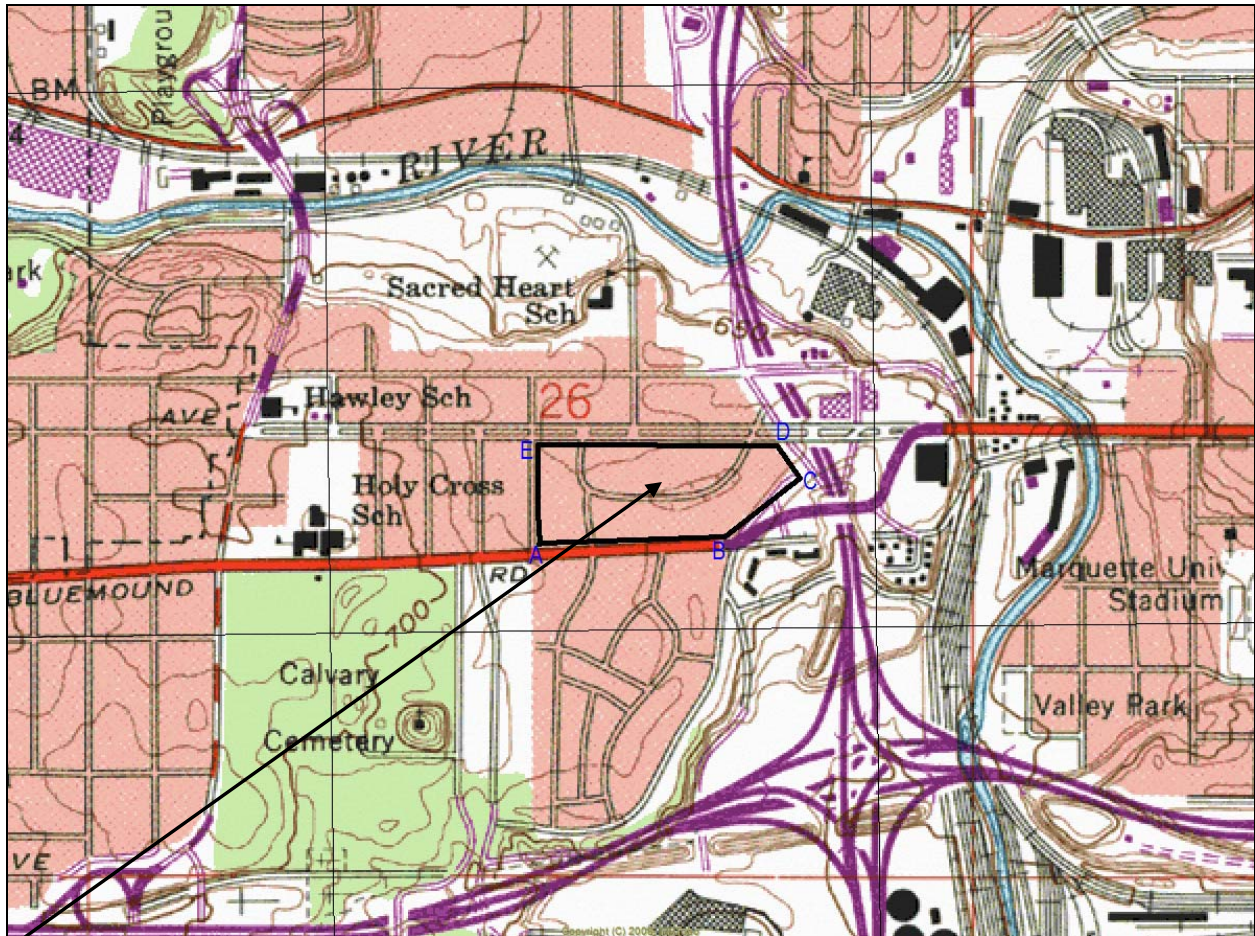
November 2012

View to northwest

Photo #16 of 16

USGS Milwaukee

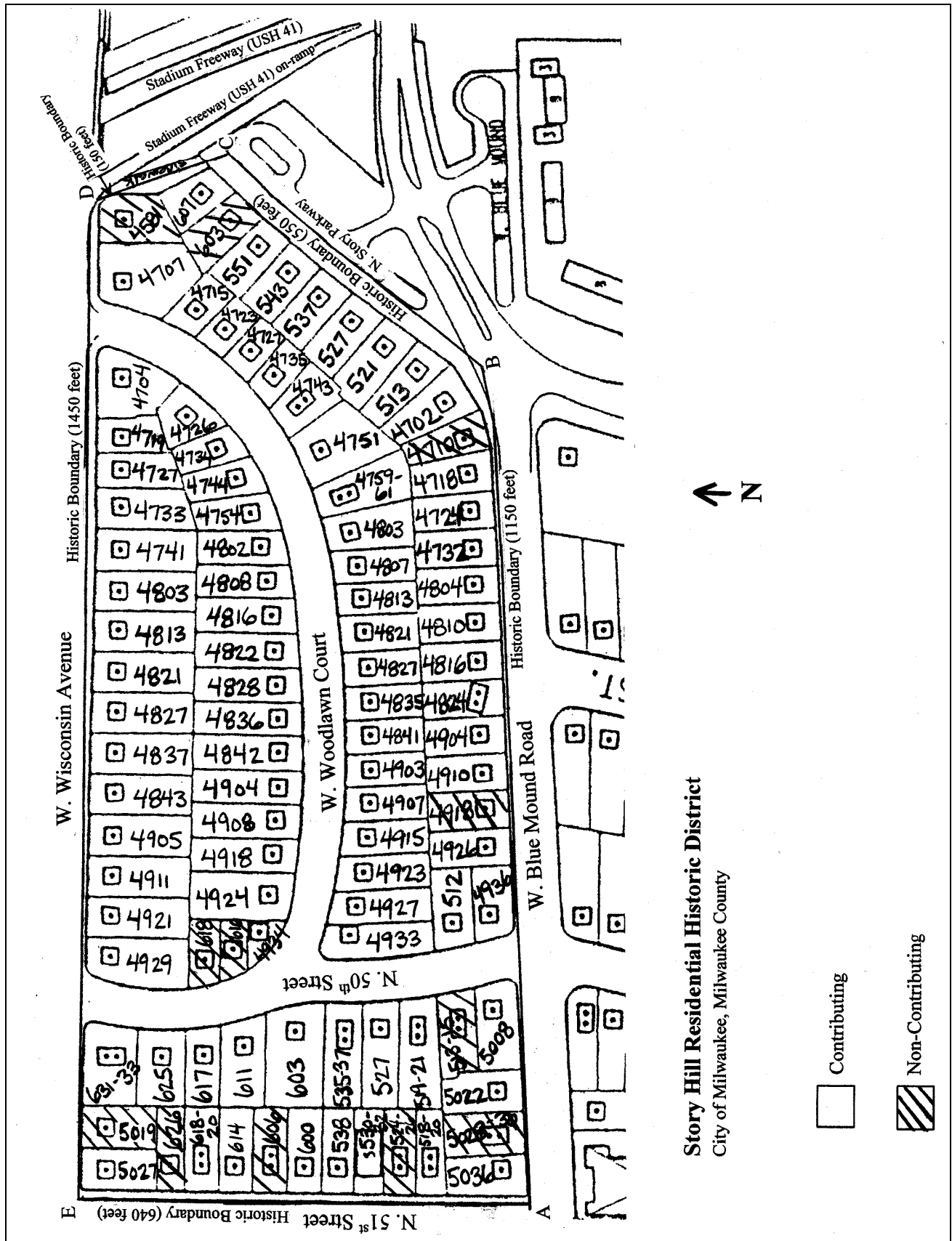
Wisconsin, Milwaukee County
7.5 Minute Series (Topographic)



Story Hill Residential Historic District
City of Milwaukee, Milwaukee County, WI

UTM Coordinates:

(A)	Zone 16	420376 Easting	4765157 Northing
(B)	Zone 16	420750 Easting	4765183 Northing
(C)	Zone 16	420861 Easting	4765300 Northing
(D)	Zone 16	420832 Easting	4765347 Northing
(E)	Zone 16	420378 Easting	4765348 Northing



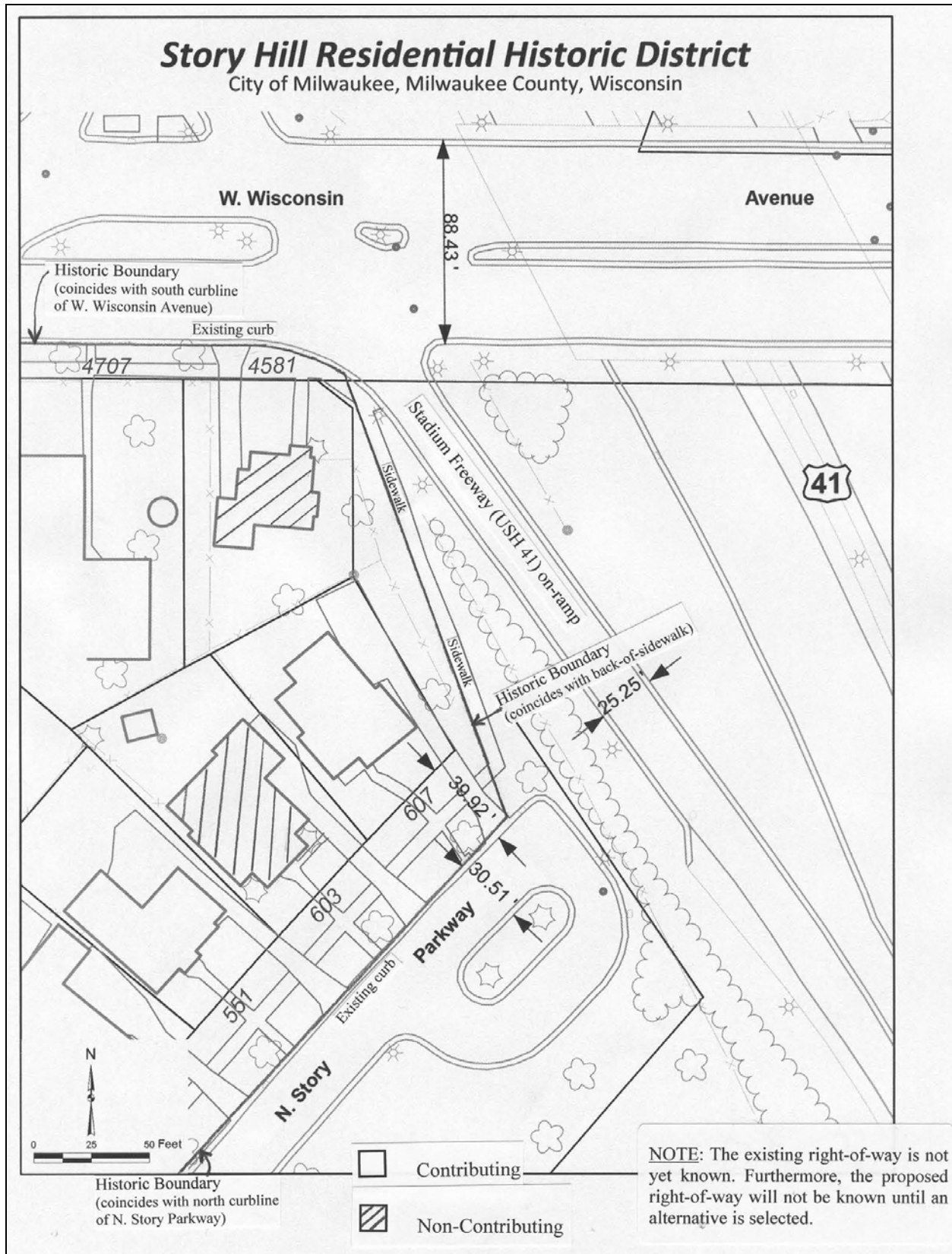


Photo #1 of 16



Photo #2 of 16



Photo #3 of 16



Photo #4 of 16



Photo #5 of 16



Photo #6 of 16



Photo #7 of 16



Photo #8 of 16



Photo #9 of 16



Photo #10 of 16



Photo #11 of 16



Photo #12 of 16



Photo #13 of 16



Photo #14 of 16



Photo #15 of 16



Photo #16 of 16

